

TAKE PRIDE LOGO GUIDELINES AND CERTIFICATION



The U.S. Department of the Interior, on behalf of Take Pride in America®, has registered the slogan “Take Pride in America.” The Take Pride program also asserts proprietary rights for its logo, a stylized United States flag above the phrase “Take Pride in America” or “Take Pride in America – It’s Your Land, Lend a Hand,” and in the slogans “Take Pride” and “It’s Your Land, Lend A Hand,” either used separately or

together, but without the stylized flag. All of these marks are termed the “Take Pride service marks.”

For further information about Take Pride in America, or if commercial use of the logo is planned, please visit our Web site at: www.TakePride.gov or contact our staff at TakePride@ios.doi.gov or 202-208-5848.

Standards for Symbol Use

- The logo may not be altered in any way.
- The logo may not be superimposed upon or included within another symbol or mark, but may appear with another logo or symbol on an item.
- The logo must bear a ® (Registered Mark).
- The logo may be shown in color or black and white. If colors are used, the following specifications must be met:
 - Thick stripes of stylized flag must be red (PMS-1955)
 - Letters and left corner of stylized flag must be blue (PMS-534)
 - It’s Your Land, Lend A Hand must be green (PMS-348)
- The logo may be shown in any size, provided the words “Take Pride in America” are legible.

General Guidelines

- Upon request, we can electronically send you the logo. Please specify the format.
- Any variation of the Take Pride service marks or combinations of Take Pride service marks in connection with additional logos or designs must have written approval of the Take Pride in America Executive Director or designee.
- The use of “Take Pride” in association with other entities, such as states, parks, counties, regions and so forth, would be a use of the slogan “Take Pride.” For example, “Take Pride in Atlanta,” “Take Pride in Utah,” or “Take Pride in Yosemite,” as an additional logo or symbol used with (NOT instead of) the Take Pride in America logo is permitted.



TAKE PRIDE LOGO CERTIFICATION FORM

The U.S. Department of the Interior encourages widespread use of the Take Pride in America® logo and slogans: "Take Pride in America—It's Your Land, Lend a Hand," "Take Pride in America," "Take Pride," and "It's Your Land, Lend a Hand."

To ensure appropriate use of the logo and slogans, the Department requires that users of the Take Pride in America logo and phrases agree to the following:

1. The logo will be used in a manner that is consistent with the mission of Take Pride, which is to:
 - Increase awareness in the public of citizen responsibility for stewardship of our public lands, facilities, cultural and historical sites;
 - Increase volunteerism in the community to protect and maintain our public resources, including schools, parks, streets, beaches, state and federal lands, and cultural or historic sites;
 - Recognize commendable volunteer projects and individuals.
2. The logo will not be used commercially (i.e., used to generate profits), except with written agreement from the Take Pride program.
3. The logo will not be altered or used in any manner that would reflect unfavorably upon the United States government, the Department of the Interior, or the Take Pride in America Program.
4. The logo will not be used in connection with any form of advocacy.

I, _____ (name), hereby certify that
_____ (name of organization) is eligible to use
the Take Pride in America logo and phrases for _____
(specify use or purpose) and agree to the above requirements for use of the logo and phrases.

Signature: _____

Date: _____

Phone: _____

Email: _____

Please fax this certification form to Take Pride at 202-208-5873 or you can apply for the logo on-line by visiting www.TakePride.gov.

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